

on the **30-Second Radio/Television Spot** worksheet to construct the script. If time permits, record the spot on audio or videotape.

● **Newspaper Advertisement** This is a full-page ad in a local or national newspaper. The ad will include a picture of your candidate and his/her message on a particular issue. Follow the guidelines on the **Newspaper Advertisements** worksheet.

● **Web Site** Develop a Web site that presents the candidate to the public. This includes some personal/professional background, views on important issues, pictures, and other items. Follow the guidelines on the **Developing an Effective Web Site** worksheet to assist you.

● **Campaign Flyer** Campaign flyers are distributed at rallies and during canvassing door-to-door. They provide highlights of the candidate's views on specific issues and are usually very graphic with illustrations, block headlines, and sometimes charts or graphs. Follow the guidelines on the **Campaign Flyer** worksheet.

● **Bumper Stickers and Lawn Signs** Though sometimes the easiest of the media pieces to develop, these are sometimes the most effective because they are inexpensive to produce and can be viewed by many people. Your committee needs to produce both of these items. Follow the guidelines on the **Bumper Sticker and Lawn Sign** worksheet.

Meeting Agendas: Being organized is the first key to a successful campaign. To help keep your committee focused and on time with the materials you are to produce, the pre-class meeting agenda and post-class debrief agenda are used. These are simple steps to take but are very helpful in making sure everyone in the group knows their responsibilities and due dates. Each committee is to meet the first and last five minutes of class. Use the **Daily Agenda Form** at the beginning and end of every workday class period.